



THE CITY OF SAN DIEGO

North Park Redevelopment Project Area FACT SHEET

North Park is centrally located, within five miles of downtown and adjacent to beautiful Balboa Park. The North Park Redevelopment Project Area is bounded by Interstate 805 to the east and Park Boulevard to the west, and stretches as far north as Adams Avenue and as far south as Thorn Street. A hub of activity, North Park is host to the City's second busiest transit interchange and is within miles of 11 other central San Diego communities. Development in the Project Area focuses on expanding housing and employment opportunities, transit and infrastructure improvements, as well as neighborhood revitalization and beautification. There is a strong sense of civic pride in North Park, and for this reason community members actively participate in the Redevelopment process, helping to maintain North Park's unique historical charm and character.

Projects:

- **North Park Theatre** – A cornerstone of the community since 1928, the North Park Theatre is being rehabilitated to once again become a live performance venue. Plans include interior renovations and expansion, retail and office space, a new Theatre entrance and marquee, and a new parking structure providing approximately 400 parking spaces. Total estimated cost for the project is **\$13.75 million** and it is expected to be complete in 2005.
- **Renaissance at North Park** – The Renaissance at North Park is a mixed-use development for the North Park Redevelopment Project Area. The project will provide 111 units of affordable housing, with additional components consisting of commercial, parking and community facilities. Construction of the project is expected to begin in Spring 2004.
- **Other** – The City of San Diego has invested millions of dollars in storefront renovations, decorative street lighting, extensive landscaping and other elaborate streetscape improvements. Additionally, the landmark North Park community sign on University Avenue was redesigned and upgraded by the City at a cost of **\$175,000**.

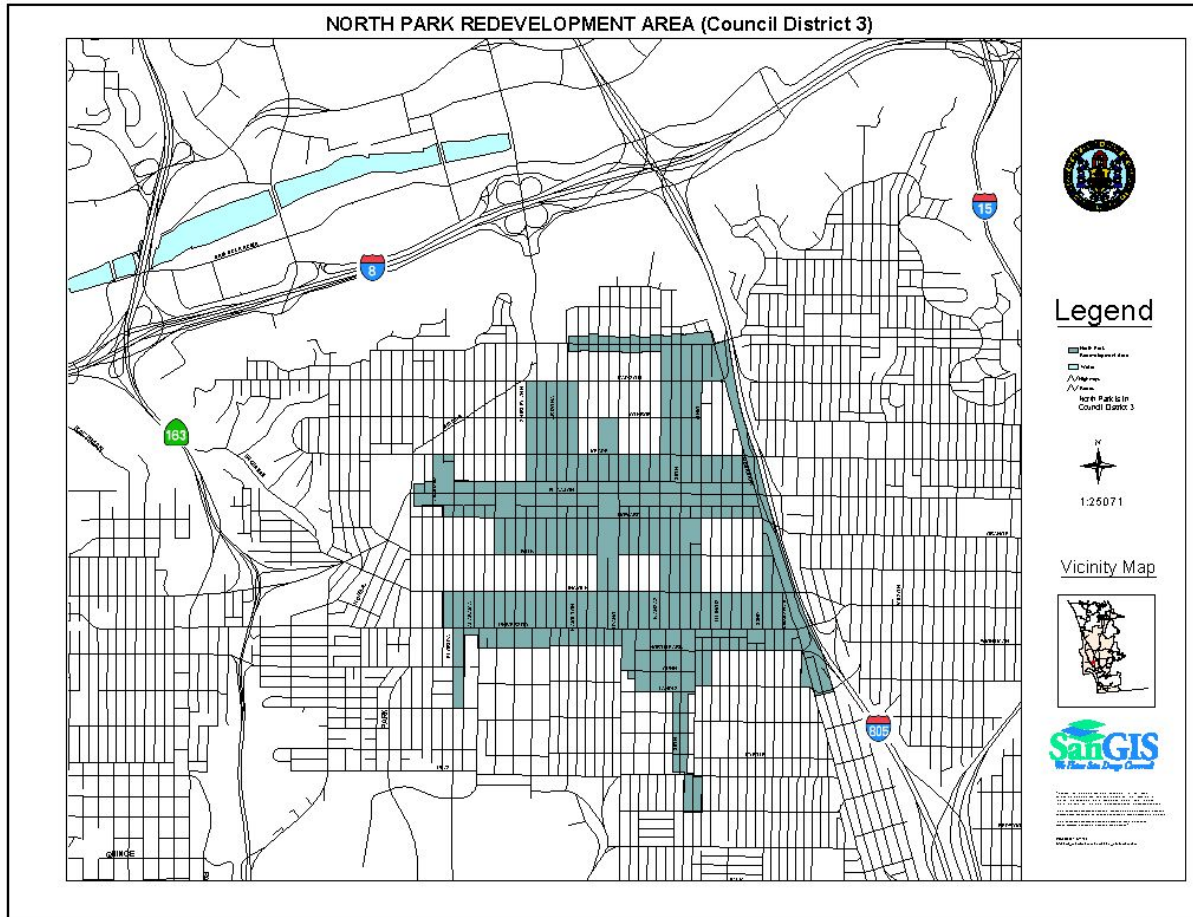
Redevelopment Incentives

- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Housing programs
- Façade rebates
- Vacant commercial property opportunities

Overlapping Programs

- North Park Main Street (Business Improvement District)
- North Park Defensible Space Project
- North Park Lighting and Landscaping Maintenance District
- Greater North Park Community Planning Area

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Project Contact

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Demographics*

Total Population	46,894
Percent of Population in Labor Force	56%
Total Housing Units	5,500
Median Housing Value	\$191,999
Median Household Income	\$31,291

*The following 2000 U.S. Census Bureau demographic information is representative of the entire 92104 zip code, within which the North Park Redevelopment Project Area is located.

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